



Recommendation for Action

File #: 21-2869, **Agenda Item #:** 13.

9/2/2021

Posting Language

Authorize negotiation and execution of a creative content incentive agreement with Eye Productions Inc. for an amount not to exceed \$213,910.

Lead Department

Economic Development Department.

Fiscal Note

This item has no fiscal impact.

Prior Council Action:

Council previously approved a \$141,326 incentive for Walker Season 1 on October 15, 2020.

For More Information:

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Additional Backup Information:

“Walker” is a reimagining of the long-running action/crime series “Walker, Texas Ranger.” “Walker” is set in Austin, Texas, and is the story of Austinite Cordell Walker and his family. The series will feature the City of Austin front and center. The star of the show and one of its executive producers, Jared Padalecki, is an Austin native who is championing the production in Austin. Over 50% of the production schedule is on location in Austin. The series will air on the CW Network, whose fans are notorious for their interest in the locations where their beloved shows are set-for example, Dawson’s Creek and One Tree Hill increased tourism to Wilmington, North Carolina, and sparked walking tours centered around the productions’ various locations.

The project will spend \$25,928,515 wages for 5-County MSA residents, so induced spending is estimated to be \$8,815,695. Additionally, the project will utilize several local commodities and services, generating significant opportunities for MBE/WBE firms.

Strategic Outcome(s):

Economic Opportunity and Affordability.